Sheet 1 of 1

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	AB	6,202,070	03/13/01		Nguyen et al.				
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V					Grocery Market Pricing 4, n2, Summer 1998.	and the	New Comp	etitive	
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			\	Application Number	09/849168	
INFORM	IATION DIS	SCLOSUR	E	Filing Date	05/04/01	
STATE	MENT BY A	PPLICAN	T	First Named Inventor	PHIL DELURGIO	
			· <del>-</del>	Group Art Unit	3623	
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Sheet	1	of	2	Attorney Docket Number	DT.0101	

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Examiner	Cite	Document Number	Publication Date	Name of Patentee or	Pages, Columns, Lines, Where
initials*	No.'	Number-Kind Code <sup>2(# known)</sup>	MM-DD-YYYY	Applicant of Cited Document	Relevant Passages or Relevant  Elgures Appear
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		6202070	03-13-2001	Nguyen et al.	
-1/		5694551	12-02-1997	Doyle et al.	
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				Group Art Unit	3623	
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Sheet	2	of	2	Attorney Docket Number	DT.0101	

					NON PATENT LITERATURE DOCUMENTS	
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" (b.		St	10	AA	"PCT International Search Report," Application Number PCT/US02/14977, mailed-May-5, 2003.	
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		•	$\bigvee$	AF	John D. C. Little, "BRANDAID: A Marketing-Mix Model, Part 1: Structure" Operations Research, Vol. 23, No. 4, July - August 1975, pp. 628-655	

Examiner Signature	D. 1202	Date Considered (97/05
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<sup>&</sup>lt;sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached. This collection of Information Is required by 37 CFR 1.97 and 1.98. The Information Is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	09849168				
Filing Date	5/4/01				
First Named Inventor	MICHAEL NEAL				
Group Art Unit	3623				
Examiner Name	STEPHEN BYLCIW				
Attorney Docket Number	DT:0101				

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313	AB	5,117,354		LONG ET AL	05-26-1992	ABSTRACT
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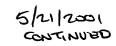
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\*Unique clinion designation number. \*See statemed Kinds of U.S. Patert Documents. \*Enter Office that issued the document, by the two-latter code (WIPO Standard ST. 3).
\*For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the sortel number of the patent document. \*Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 18 if possible. \*Applicant is to place e check mark here if English language Translation is nitration.

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		OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS	
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Form 1449 (Modified)

Information Disclosure Statement By Applicant Atty Docket No. DT: 0101

Application No.: 09/849,168

Applicant:

NEAL et al.

EXAMINER: STEPHEN
Group 3623 BYLCIW

(Use Several Sheets if Necessary) Filing Date 05/04/01

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Sheet\_1 of 1 U.S. DEPARTMENT OF COMMERCE SERIAL NO. ATTY. DOCKET NO. PATENT AND TRADEMARK OFFICE 09/849,168 **DT0101 APPLICANT** ÉNTS CITED BY APPLICANT Neal et al. MPLY WITH 37 C.F.R. 1.56 GROUP 3623 BYLCIN FILING DATE 05/04/01 Unassigned— U.S. PATENT DOCUMENTS CLASS **SUBCLASS** FILING DATE IF NAME DOCUMENT DATE **EXAMINER** APPROPRIATE NUMBER INITIAL\* Willemain et al. 705 10 03/20/01 AA 6,205,431 364 401 10/17/95 Fields et al. AB 5,459,656 03/29/94 Fields et al. 364 401 m 5,299,115 AC 705 30 08/25/98 Morgan et al. AD 5,799,286 Ш 29 705 03/24/98 Conway SB **AE** 5,732,401 FOREIGN PATENT DOCUMENTS COUNTRY CLASS SUBCLASS TRANSLATION DATE DOCUMENT NUMBER NO YES OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) 'Report of Novelty Search" by Patentec, dated July 25, 2001 AJ SB DATE CONSIDERED 5-20-2005 EXAMINER • EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



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IN	FORMATION	DISC	CLOSURE	Application Number	09/849168				
	TATEMENT B			Filing Date	5/4/2001				
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				Examiner Name	STEPHEN BYLCIW				
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Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief information Officer, U.S. Petent and Trademark Office, Washington, DC 20231. OO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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Sheet 1 of 1 SERIAL NO. U.S. DEPARTMENT OF COMMERCE ATTY. DOCKET NO. SEP 0 2 2003 PATENT AND TRADEMARK OFFICE 09/849,168 DT-0101 **APPLICANT** DOCUMENTS CITED BY APPLICANT **NEAL** TO COMPLY WITH 37 C.F.R. 1.56 **GROUP** STEPHEN BYLCIW **FILING DATE** 05/04/01 Unknown U.S. PATENT DOCUMENTS FILING DATE IF SUBCLASS DOCUMENT DATE NAME CLASS EXAMINER INITIAL\* NUMBER **APPROPRIATE** Fernandez et al. <del>6,025,686</del> <del>05/18/2000</del> Not FOUND SB William A. Stevens AB 6,173,345 01/09/2001 FOREIGN PATENT DOCUMENTS SUBCLASS TRANSLATION DATE NAME DOCUMENT NUMBER NO SB 11/26/1998 Ouimet et al. WO 98/53415 OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) "PCT International Search Report", Application Number PCT/US02/36710, mailed July SB 21, 2003. YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten CB 5B Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only). EXAMINER CHIPMEN DATE CONSIDERED 5-20-2005 \*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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